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From the desk of Barbara Trobiano

To: Steve Sampson cc: Brian Conlon
Mike Malinowitz
Rich Isham

Date: January 7, 1999

Re: Marlboro Bar Ranch (Job #8129)/Racing Events (Job #8130)

D. L. Blair has reviewed the materials you forwarded to us for the above-referenced programs and are enclosing the following:

1. The revised Vendor Flow Chart
 2. A Contingency Plan
 3. The revised Entry Form Control Log
 4. Ranch & Racing Entry Form Printing Recommendations
 5. Revised Transmittal Form
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1. Minor revisions were made to the Flow Chart. Please note that Box #2 indicates that DLB will ship entry forms monthly to the *Security Director*. The Security Director is the manager of the local security office in each market who will be responsible for the storage and distribution of properly coded entry forms, control log and transmittal forms. The Sweepstakes Manager will pick-up materials from the Security Director no earlier than two to three days prior to the event, as indicated in Box #3.
 2. The Contingency Plan identifies potential problems—from the production of entry forms through the winner selection process—and proposed solutions to those problems.
 3. The Control Log has been modified to be consistent with distribution procedures (i.e., distribution of entry forms to EMI personnel in lots of 25). It also accommodates a complete set (300) of entry form numbers on one sheet and includes a space for the Sweepstakes Manager's name.
 4. You'll note that our Entry Form Printing Recommendations include the production of emergency entry forms in case an unforeseen event should cause the loss or destruction of coded entry forms.
 5. Add "Name" with the bar location.

Please let me know when you would like Brian and me to meet with you to discuss the contents of this memo and its attachments.

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**Contingency Plan for
Rock-the-Ranch Sweepstakes
Job #8129**

Potential Problem:	Contingency:
Box 1: <ul style="list-style-type: none">• We do not get the forms.• Forms printed incorrectly.	<ul style="list-style-type: none">• Provide Madden with a Timeline to ship forms to DLB-NE• Re-print in timely manner (DLB-NE verifies forms).
Box 2: <ul style="list-style-type: none">• Monthly shipment of entry forms shipped to Ford does not arrive on time.• Ford unsure of which forms to use for which event.	<ul style="list-style-type: none">• Ford Security Director calls Ford City Coordinator. City Coordinator Calls DLB-NE. DLB-NE ships back-up entry forms and follow-up with City Coordinator to confirm receipt of back-up.• Madden ships forms to DLB-NE (bundled by event with code number outside). DLB-NE verifies code numbers, divides forms by markets, boxes forms by month (indicating city and event outside the box), and ships monthly to Security Director office.
Box 3: <ul style="list-style-type: none">• Security Director hands-out wrong event number forms to Sweepstakes Manager.• Sweepstakes Manager does not pickup or something happens to him (e.g., an accident, etc.)	<ul style="list-style-type: none">• Once the mistake is detected, DLB-NE will be able to adjust computer designation number.• Security Director notifies Ford City Coordinator that entries have not been picked-up. City Coordinator reports to DLB and confirms that it has been done.
Box 4a: <ul style="list-style-type: none">• Sweepstakes Manager does not show up at event with entries.• EMI does not initial entry forms.	<ul style="list-style-type: none">• Where possible, Security Director is contacted and delivers blank entry forms.• Where not possible:<ul style="list-style-type: none">a) EMI and/or Processor makes copies of a blank entry form that we provide.b) Entry form faxed by DLB to location for copies to be made.• Processor/Sweepstakes Manager will trace EMI through control log to discuss.

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Contingency Plan (cont'd)

Potential Problem:	Contingency:
Box 4b: <ul style="list-style-type: none"> Processor/Sweepstakes Manager does not sign. 	<ul style="list-style-type: none"> DLB-NE notes the missing signature and contacts Ford for correction for future events/drawings.
Box 5: <ul style="list-style-type: none"> Consumer does not submit entry and/or EMI does not return unused entries. 	<ul style="list-style-type: none"> Missing entries are noted on log and <u>will not be used on future events.</u>
Box 6/7: <ul style="list-style-type: none"> Processor/Sweepstakes Manager fails to initial entries. Line at HQ is too long. Lock on drum does not work. 	<ul style="list-style-type: none"> Processor and Sweepstakes Manager will check the other's initial. (DLB-NE will note this and contact Ford to correct for future events.) Processor/Sweepstakes Manager interchange roles —except for entry deposit on drum. Sweepstakes Manager manually mixes entries under supervision of Processor and EMI. Sweepstakes Manager reports damaged lock to City Coordinator.
Box 8: <ul style="list-style-type: none"> Drawing is compromised (e.g., wrong name announced). 	<ol style="list-style-type: none"> Correct drawing to take place if possible, or Drawing accomplished in DLB-NE.
Box 9: <ul style="list-style-type: none"> Sweepstakes Manager fails to complete any of the foregoing (e.g., collect remaining entries, reconcile entries and forms, etc.) 	<ul style="list-style-type: none"> Detected by DLB-NE via log form —if problem arise due to EMI lack of cooperation, same will be dully noted on Transmittal Form in comments section.
Box 10a: <ul style="list-style-type: none"> Entry forms, log, and transmittal forms are lost/stolen. 	<ul style="list-style-type: none"> Mail-in to take place in DLB-NE from the sweepstakes entries received (PM policy already in effect).
Box 10b: <ul style="list-style-type: none"> Fed-Ex lost. 	<ul style="list-style-type: none"> If alternate needed, PM policy (as stated above) takes effect.

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Entry Form Printing Recommendations - RACING Sweepstakes

- I. Entry forms to be distributed to Security Directors in each market:
- 37,500 entry forms (125 sets of 300 each) to contain a 4-digit event code (6000 through 6124). In addition to the event code, entry forms in each set to be sequentially numbered with a 3-digit entry form number code (001 through 300).
- II. Back-up entry forms (DLB to store—used only in the event 6000 series entries were lost, damaged, destroyed):
- 37,500 entry forms (125 sets of 300 each) to contain a 4-digit event code (7000 through 7124). In addition to the event code, entry forms in each set to be sequentially numbered with a 3-digit entry form number code (001 through 300).
- III. Blank entry forms (used only in the event that the 6000 or 7000 series entry forms have been damaged, lost, etc.):
- Blank entries will be coded to adhere to a 8000 series. Coding will take the form of the digit "8" followed by three blanks to be completed by the sweepstakes manager or processor. As in the 6000 and 7000 entry form series, blank entries will be printed in sets of 300; entries within each set to be sequentially numbered with a 3-digit entry form number code (001 through 300).
 - A total of 27,000 blank entries coded with the number "8" followed by three blanks (i.e., 8 _ _ _) will be produced:

3 sets of 300 entry forms to be shipped to each of 10 markets	9,000
DLB will retain 6 sets of 300 entry forms for each of 10 markets to replenish Security Director's supply of blanks, as needed	18,000
Total:	27,000

- IV. We recommend that the three boxes on the entry forms designated for initials be coded as follows:

First box coded with the letter "E"	EMI representative to initial this box upon receipt of entry forms from DLB.
Second box coded with the letter "P"	Processor to initial this box after checking form for completeness.
Third box coded with the letter "M"	Sweepstakes Manager to initial this box once ID has been checked just prior to deposit.

Entry Form Printing Recommendations - RANCH Sweepstakes

- I. Entry forms to be distributed to Security Directors in each market:
- 300,000 entry forms (1,000 sets of 300 each) to contain a 4-digit event code (2000 through 2999). In addition to the event code, entry forms in each set to be sequentially numbered with a 3-digit entry form number code (001 through 300).
- II. Back-up entry forms (DLB to store—used only in the event 2000 series entries were lost, damaged, destroyed):
- 300,000 entry forms (1,000 sets of 300 each) to contain a 4-digit event code (3000 through 3999). In addition to the event code, entry forms in each set to be sequentially numbered with a 3-digit entry form number code (001 through 300).
- III. Blank entry forms (used only in the event that the 2000 or 3000 series entry forms have been damaged, lost, etc.):
- Blank entries will be coded to adhere to a 4000 series. Coding will take the form of the digit "4" followed by three blanks to be completed by the sweepstakes manager or processor. As in the 2000 and 3000 entry form series, blank entries will be printed in sets of 300; entries within each set to be sequentially numbered with a 3-digit entry form number code (001 through 300).
 - A total of 113,400 blank entries coded with the number "4" followed by three blanks (i.e., 4 _ _ _) will be produced:

3 sets of 300 entry forms to be shipped to each of 42 markets	37,800
DLB will retain 6 sets of 300 entry forms for each of 42 markets to replenish Security Director's supply of blanks, as needed	75,600
Total:	113,400

- IV. We recommend that the three boxes on the entry forms designated for initials be coded as follows:

First box coded with the letter "E"	EMI representative to initial this box upon receipt of entry forms from DLB.
Second box coded with the letter "P"	Processor to initial this box after checking form for completeness.
Third box coded with the letter "M"	Sweepstakes Manager to initial this box once ID has been checked just prior to deposit.

MARLBORO BAR NIGHT ENTRY FORM CONTROL LOG

Bar Name _____ Event Code _____ S/S Manager _____

Name: _____ Signature: _____

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Name: _____ Signature: _____

26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

Name: _____ Signature: _____

51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75

Name: _____ Signature: _____

76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Name: _____ Signature: _____

101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125

Name: _____ Signature: _____

126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150

Name: _____ Signature: _____

151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175

Name: _____ Signature: _____

176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200

Name: _____ Signature: _____

201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225

Name: _____ Signature: _____

226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250

Name: _____ Signature: _____

251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275

Name: _____ Signature: _____

276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300

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Bar Sweepstakes Vendor Flow Chart

